

1 ABSTRACT

2 A system and method for the electronic processing of discount coupons are described.  
3 The present invention comprises a coupon database containing coupon information that is  
4 associated with a specific consumer. The coupon database is operated in conjunction with a  
5 system for recording product information that is sold to a consumer at any particular store. The  
6 information from the register system is reconciled with information from the coupon database in  
7 order to give the consumer any credit for coupons that are attributed to his or her account. The  
8 coupon database is subsequently updated to reflect the transactions and the discounts given to the  
9 consumer. The consumer information, including both the information relating to coupons and  
10 the information relating to other products purchased, can be added to a database for marketing  
11 analysis. The store information relating to redeemed coupons is forwarded electronically to the  
12 manufacturers for rebate to the store.